



SUCCESS

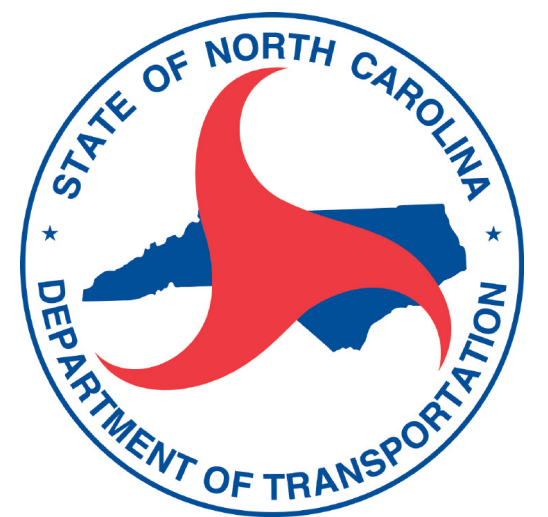
Success Plan Development

TRANSPro

SUCCESS

AGENDA

- Why Success Planning Matters
- 3 Key Steps To Success Plan Development
- Building Your Plan with the Template
- Review of Timeline
- Q & A



TRANSPro

SUCCESS

Why Does Success Planning Matter?

SUCCESS

**This process helps you lead your agency to
successful outcomes that contribute to...**

**Value
to
Taxpayers**



**High Quality
Customer
Experience**



SUCCESS

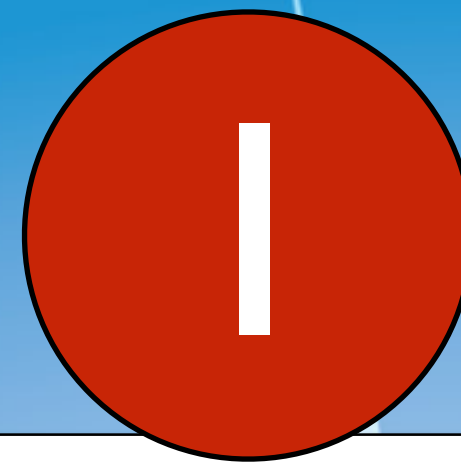
3 Key Steps to Success Plan Development

What? How? Who?

3 Key Steps To Success

- 1
WHAT
- 2
HOW
- 3
WHO





WHAT...
Mission. Vision. Success Goals.





Mission



Mission Statement

Vision



Vision Statement



Mission Example:

Quick, affordable transportation.

Vision Example:

The community's first choice for performance & innovation.

TIP: KEEP IT SIMPLE.



Values



*How we show
up to work
and conduct ourselves.*

A large, black-outlined thought bubble with three small circles leading to it from the right side. The text inside is in a bold, italicized sans-serif font.

Speaks to our ethics, integrity, and accountability.



1. Tell the truth
2. Be fair
3. Keep your promises
4. Respect the individual
5. Encourage intellectual curiosity

Success Goals

It will be a successful year for our agency if we...

- 1. Achieve a Net Promoter Score of 30+**
- 2. Finish the Year with Balanced Budget**
- 3. Achieve Employee Engagement of 80%**
- 4. Stage a Community Survey to Measure Value that we deliver**

EXAMPLES

TIP: GOALS MUST BE MEASURABLE

The background of the slide is a vibrant, stylized illustration of a landscape. It features rolling green hills in various shades of green. A dark grey road with a yellow double line winds through the hills. Several dark green, rounded trees are scattered across the landscape. In the upper center, a bright sunburst with white rays emanates from behind a horizon line. The sky is a deep blue with stylized white clouds and thin, light blue diagonal lines.

2

How...
**Identify Strategic Areas of
Focus To Achieve Success**

Overarching Themes of Focus For the Year

Strategic Areas of Focus

- Financial Management
- Customer Satisfaction
- Employee Satisfaction

Others Areas You May Want To Consider:

- Safety
- Community Outreach
- Commitment to Quality
- Operational Efficiencies

The background of the slide is a vibrant, stylized illustration. It features rolling green hills in various shades of green. A dark grey road with a yellow double line winds through the hills. Several dark green, rounded trees are scattered across the landscape. In the upper half, a bright blue sky is filled with white clouds and a series of white lines radiating from a central point, suggesting a rising sun or a bright light source.

2

How...
Identify Tactics
To Achieve Success

Projects, Programs & Initiatives That Help Your Agency Hit Its Success Goals

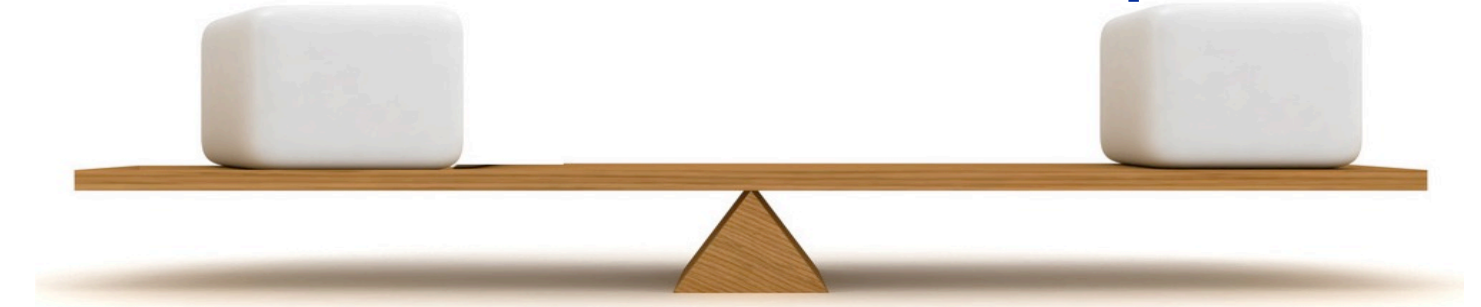
Tactic: Develop A Proactive Customer Communication Plan	
Strategic Area of Focus: Customer Satisfaction	
<p>Description:</p> <p>Effectively managing customer complaints is extremely important to the delivery of high quality service and customer satisfaction. To make sure that our customers' comments are properly responded to, we will work this year to create a system that captures and effectively manages comments as well as helps us identify trends in service expectations.</p>	
<p>Tactic Owner: Mary Reitz</p> <p>Team Members: Allen Butch, Arlene Kulp, David Landes</p>	
Quarterly Milestones	
Q1	<ul style="list-style-type: none">• Determine current process for handling complaints.• Determine current system for tracking complaints.• Identify modifications needed.• Develop plan to contact customers in a proactive manner to follow up.
Q2	<ul style="list-style-type: none">• Test new system.• Make adjustments as needed.
Q3	<ul style="list-style-type: none">• Follow up with customers as determined.• Report results at the end of the quarter.
Q4	<ul style="list-style-type: none">• Report results at the end of the quarter.• Determine if a more sophisticated system is necessary (software).

What Makes A Good Tactic?

Success Goals

Value
to
Taxpayers

High Quality
Customer
Experience



Quality

Quantity

- Alignment with one of the Strategic Areas of Focus
 - Financial
 - Customer Satisfaction
 - Employee Satisfaction
 - Efficiency improvements
- New technology
- Customer service enhancements
- Safety programs
- Development of training programs
- Grant applications
- Process improvements
- Introduction of cost savings programs

The background of the slide is a vibrant, stylized illustration. It features rolling green hills in various shades of green. A dark grey road with a yellow double line winds through the hills. Several dark green, rounded trees are scattered across the landscape. In the center of the horizon, a bright white sunburst radiates outwards, with rays extending upwards into a blue sky filled with light blue clouds. The overall scene conveys a sense of optimism and forward movement.

3

**Who...
Is Achieving Success**

The Quarterly Performance Scorecard Shows Us Where Our Efforts Are Succeeding

And If We Need To Make Adjustments

	Sample Performance Scorecard											
Strategic Area of Focus		Performance Metric	Target Performance (Goal)	Target Points	Q1 Perf	Q1 Points	Q2 Perf	Q2 Points	Q3 Perf	Q3 Points	Q4 Perf	Q4 Points
Financial Management	OPSTATS	Cost Per Hour		10								
	OPSTATS	Passenger Trips Per Hour		10								
	OPSTATS	Revenue Fares and Contracts		10								
	OPSTATS	Deficit		10								
Total Score				40								
Customer Satisfaction	Customer Sat Survey	Net Promoter Score – quarters 1 and 3 only		30								
Total Score				30								
Employee Satisfaction	Employee Sat Survey	Employee Satisfaction										
Total Score				30								
Overall Score				100								

SUCCESS

Building Your Plan With the Template



Key Success Plan Dates

2017

- March 15 - Draft Success Plan due in Dropbox
- April 15 – Revised Success Plan due in Dropbox
- May 15 – Final Success Plan due in Dropbox



Success Plan Support

- Mark Aesch (mark@TransProConsulting.com)
- Shelly Dinan (shelly@TransProConsulting.com)

SUCCESS

Q & A

Your Question...

**Should we set a baseline goal for the year
and measure each quarter with that?**

What I've been doing this year is comparing the data quarterly
(IE 1st quarter of this year as compared to 1st quarter last year with
different goal percentages set for each quarter)